



“World Class Training Series”

An Introduction to Building, Managing & Leading

“World Class Organizations”

And Delivering

“World Class Service” By: Tom Hart

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Raving Fans

**A Revolutionary Approach
to Customer Service**

Ken Blanchard
co-author of *The One Minute Manager*[®]
Sheldon Bowles

Foreword by
Harvey Mackay



Speaking of competitors...

Tom Connellan, in his book *Inside the Magic Kingdom* said your competition was anyone the customer compared you with





Seven Lessons From *Inside the Magic Kingdom* by Tom Connellan

- **One** – The competition is anyone the customer compares you with
- **Two** – Pay fantastic attention to detail
- **Three** – Everyone walks the talk
- **Four** – Everything walks the talk
- **Five** – Customers are best heard through many ears
- **Six** – Reward, recognize and celebrate
- **Seven** – Xvxryonx makes a difference



What Distinguishes a “*World Class* Organization”

- Consistency in Service and Product
- Quality in Service and Product
- Teamwork/Esprit De Corps - Attitude
- “Wow” Factors and Excitement
- Staff and Products Create Confidence
- Organization Pays Extreme Attention to Detail
- Image of Organization is Critical and Protected



The Process – Step One

- Dream big and dream often
- Plan, plan, plan and then execute
- Implement systems to insure consistency
- Create “Wow” factors
- Focus on & Listen to the customers
- Pay extreme attention to detail
- Hire & promote the right people
- Train, enroll & align the team
- Recognize & reward the team
- Create and maintain excitement & fun
- Search for improvements
- Deliver extreme service and quality products

The Process – Step Two

Evaluate &

Go back to Step One





“World Class Employees”

What are their common characteristics?

- Outstanding attitudes
- Aggressively friendly
- Have passion for their jobs and the organization
- Make something happen
- Extreme job knowledge and seek to be even better
- Pleasant, fun and exciting to be around
- Take pride in the business and what they do

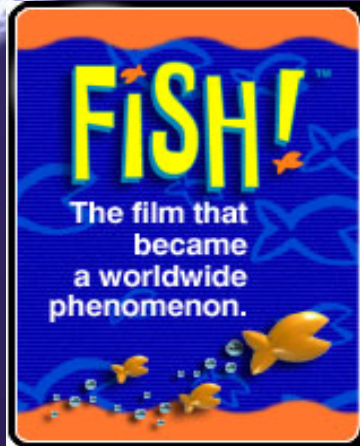


“World Class Employees”

What are their common characteristics?

- Make the business shine when they deal with customers
- Gain the customers' confidence
- Have a high sense of values
- Are caring, respectful, loyal and trustworthy
- Are team players
- Do what needs to be done and love what they do
- They are the optimists of the organization

FISH



Play

Make Their Day

Be There

Choose Your Attitude

- ChartHouse Learning
- Charthouse.com
- (800) 328-3789
- Books
- Videos
- Training Materials



Common Characteristics of “*World Class Service*”

- Aggressively Friendly and Enthusiastic
- Intuitive
- Timely
- Detailed
- Consistent
- Caring
- Respectful
- Knowledgeable
- Personal
- Creates Confidence
- Delivered with an attitude, “a great attitude”



Basic Standards for “*World Class Service*”

- Customers should be made feel **welcome and special**
- Customers’ **expectations** should be **met or exceeded**
- Customers should receive a **smile, eye contact and their name used**
- Customers should get **110%** of employees’ **attention**
- Customers should be served by employees that honestly **care and want to help**



Basic Standards for “*World Class Service*”

- Customers should receive service that is **aggressively friendly**
- Customers should get service that is **quality**
- Customers should receive service that is **consistent**
- Customers should receive service that **creates confidence**
- Customers should feel they are in a **fun and professional environment**
- Customers should receive service that is **intuitive**



Standards for “World Class service”

- Customers should receive service backed up by **systems**
- Employees should be **empowered** to serve the customers
- Customers should be **listened** to
- Customers should be **communicated** with
- Damage recovery** should be practiced and expected
- Customers should get an entire **team**
- Customers should experience **an organization run with values**



Basic Standards for “*World Class Service*”

- Customers should receive service that is **timely**
- Customers should receive service that is **personal**
- Employees should get **extensive training**
- Employees should be **recognized and rewarded**
- Customers and employees should be treated with **respect**



Etc.



- Damage Recovery
- Systems
- Listening (Silence & Fine)
- Communicate
- Do not loose a \$600/valuable customer over a \$3 incident
- Hire for values and train for skills
- Empowerment
- Reward and Recognize



Look for ways to make your customers' experiences be:

- What the customers really want
- Easier, more convenient, more efficient or faster
- More fun, exciting, entertaining or more “Wow”
- Less frustrating and less bureaucratic
- More professional looking and more aesthetically pleasing



Look for ways to make your customers' experiences be:

- More consistent
- More friendly, welcoming and inviting
- More personal, dignified and special
- Of more quality and value
- Safer, relaxing and calming



Look for ways to make your employees:

- Enjoy their jobs and want to come to work
- Be proud of the organization
- Feel appreciated and respected
- Be recognized and rewarded
- Be part of the team



Look for ways to make your employees:

- Feel valued, safe and cared for
- Feel both informed and listened to
- Feel empowered
- Feel motivated to make a difference
- Feel enrolled in the vision



Our Mission/Our Purpose Creating Raving Fans by “Delivering *World Class* *Service*”



“ I love living in Grand Prairie.”
(c) 2002 Tom Hart



Our Core Values

- **What we believe in**
- **What we want to be known for**
- **What we want to base our decisions**
- **What we expect our employees to buy into**
- **Our foundation**



Our Core Values

- Service
- People
- Integrity



Service

- **We value aggressive friendliness and enthusiasm**
- **We value prompt service with follow through and follow up**
- **We value consistency and quality**
- **We value effectiveness and efficiency**
- **We value intuition regarding the customers' needs**
- **We value being caring and concerned about our customers**
- **We value giving our customers more than they expect**
- **We value employees being in the present (Being there)**
- **We value excellence**



People

- **We value our customers**
- **We value our employee family**
- **We value teamwork**
- **We value the diversity of our people**
- **We value new ideas from our customers and employees**
- **We value listening and communicating**
- **We value passion**
- **We value professionalism, initiative and innovation**
- **We value respect (Showing it and giving it)**
- **We value taking pride in our work**
- **We value great attitudes**
- **We value having fun and enjoying coming to work**
- **We value safety**
- **We value recognizing and rewarding our team**
- **We value training**



Integrity

- We value simply doing what is right
- We value being honest, fair and impartial
- We value avoiding conflicts of interest
- We value honoring commitments and being dependable
- We value treating everyone with dignity, tolerance and understanding
- We value our city and individual reputation
- We value not only being above reproach, but looking above reproach



- Spread the word
- Recognize and reward
- Celebrate
- Educate
- Solicit input



Communications Methods

- **Employee Newsletter**
- **Benefit Newsletter**
- **Annual Share the Vision Report**
- **Employee Meetings**
- **The Grand Prairie Design**
- **The Utility Pipeline**
- **Town Hall Meetings**
- **Hart to Heart**
- **Cable News**
- **State of the City Banquet**
- **City Web Page**
- **City Council Updates**
- **Media Relations**
- **Feedback & Surveys**
- **Visit – Lunch, Coffee, etc.**
- **Donuts With Departments**
- **Employee Functions**
- **Red Envelopes**
- **Voice Mail**
- **Email**
- **Paycheck Stuffers**
- **Staff Meetings**
- **Retreats**
- **Workshops**
- **Brainstorming Sessions**
- **Meetings with Employee Groups, Neighborhood Groups and Others**



Spread the Word

- Put message on everything

- Business cards
- Letterhead
- Newsletters
- Websites
- TV channel
- Certificates
- Proclamations

Performance Reviews

Annual calendar

Brochures

Annual report

Advertising

Memos

Job applications



Recognize & Reward

- Raving Fans Program
- Annual Awards Program
- Police & Fire Awards
- Quarter Century Club
- Employee of the Month
- Raving Fans Recognition
- Departmental Recognition



Celebrate

- Health Fair
- Golf League
- Police and Fire Recognition Lunch
- Annual Holiday Luncheon
- Holiday Decorating Contest
- Indoor Golf Tournament



Create the Culture

- **Value Based**
- **High Expectations**
- **Empowered**
- **Caring**
- **Allowed to Make a Mistake**
- **Fun**
- **Professional**
- **Team Oriented**
- **Exciting**
- **Entrepreneurial**
- **Service Driven**
- **Passionate**
- **Innovative**

Have Fun

- Employee Events – Hamburgers in the Park, Ice Cream Meltdown, Snow Cones, Chili Cook-off
- Halloween Costume Contest
- Doughnuts with CMO
- Christmas Decoration Contest
- Mini Golf at City Complex
- Night Golf with Directors & CC
- Director Retreats
- Employee Discounts
- CWAP



Set Examples!

**Emerson said “What you do
thunders above your head so
loud, I can not hear the
words you say”**

“World Class Training”



- *“World Class Training Series”*
- *“World Class Organizations”*
- *“World Class Employees”*
- *“World Class Service”*
- *“World Class Customer Experiences”*
- *“World Class Organization Audit”*
- *“World Class Values”*
- *“World Class Teams”*
- *“World Class Management and Leadership”*
- *“World Class Basic Supervision”*
- *Creating Raving Fans*
- *Retreat Facilitation*

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